

**Ag Vision**  
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**Outline of Comments**  
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Thank you for the opportunity to share my vision and comments for California Agriculture by the year 2030.

My Name is Andrew R. Casado Jr. I was born and raised in Clovis, California where like many young men; I spent my summers and some winter weekends working in agriculture. It was hard work, but today I look back and realize how my overall character including the need for personal responsibility, was developed during these years. I especially remember how good it felt to jump in the cool water of our local canal after work at 4:00 pm on a hot afternoon.

After receiving an MBA in Marketing Strategy, I worked for larger businesses in Los Angeles and Philadelphia. In 1977, I returned to the San Joaquin Valley to join and grow our family's agricultural businesses.

My vision for California Agriculture by 2030

California will be recognized and solicited worldwide for its ability to provide an abundant variety and quality of nutritious foods to feed the people of California, the United States and the world.

What will be the biggest challenge in achieving that vision?

The public recognition by California's most prominent leaders both elected and non-elected that agriculture is a primary strength of the State and their subsequent organized action to capitalize on that strength through a variety of valid strategies.

In 2030, how has the public perception of agriculture changed?

Rather than viewing California agriculture as consisting of low income people with minimum wage jobs, it will be viewed as a more diverse industry with a full range of jobs that from low wage to white collar. Furthermore, throughout the world, California agriculture will be admired for achieving the vision above.

What is a must have for an Ag vision for the future?

Two things: 1) a successfully developed and executed guest worker program and 2) a more full range of agricultural jobs ranging from entry level and minimum wage to white collar and executive. This needs to include a higher ratio of mid-level to senior level Ag jobs than currently exists.

Possible strategies to achieve the vision indicated above.

- Develop and foster complementary industries that will support and enhance the growth of the Ag industry (commodity groups). These industry areas may include mechanization, productivity, nutrition, storage, chemicals, etc.
- Plan and develop the infrastructure resources that will be needed by growers and dairy to achieve the vision. This may include adequate water storage, transportation, etc.
- Encourage strongly that all tools, equipment and mechanization, chemicals, etc. to be used in California agriculture be researched, planned and produced in California.

Personal observations

Upon returning to California, I realized there was not an appreciation for the role of agriculture; that it was a primary strength and, especially that this primary strength was not being fully exploited.

Use example of Chemicals, multimillion-dollar machines.